RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

September 22, 1997

RJR Account #336660
Mr. R. Kirst
E. P. KIRST & SONS

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Rick:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 90 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	6
Light Men 100	12300-24492	6
Light 100	12300-24489	6
FF 100	12300-24490	3

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

PO #102297

Product / Premium Arrival:	**October 22, 1997**
Ship Date to Retail:	**Week of: October 27, 1997**
SKU CUBE :	**1.0195**
SKU WT (w/o Product):	**1.7300 lbs**
Retail Sales Offer per Sku:	**21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$3,249.70**

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Source: https://www.industrydocuments.ucsf.edu/docs/rrly0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN **21 B2G1F OFFERS**, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$102.90 (7.35 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enclosures:
- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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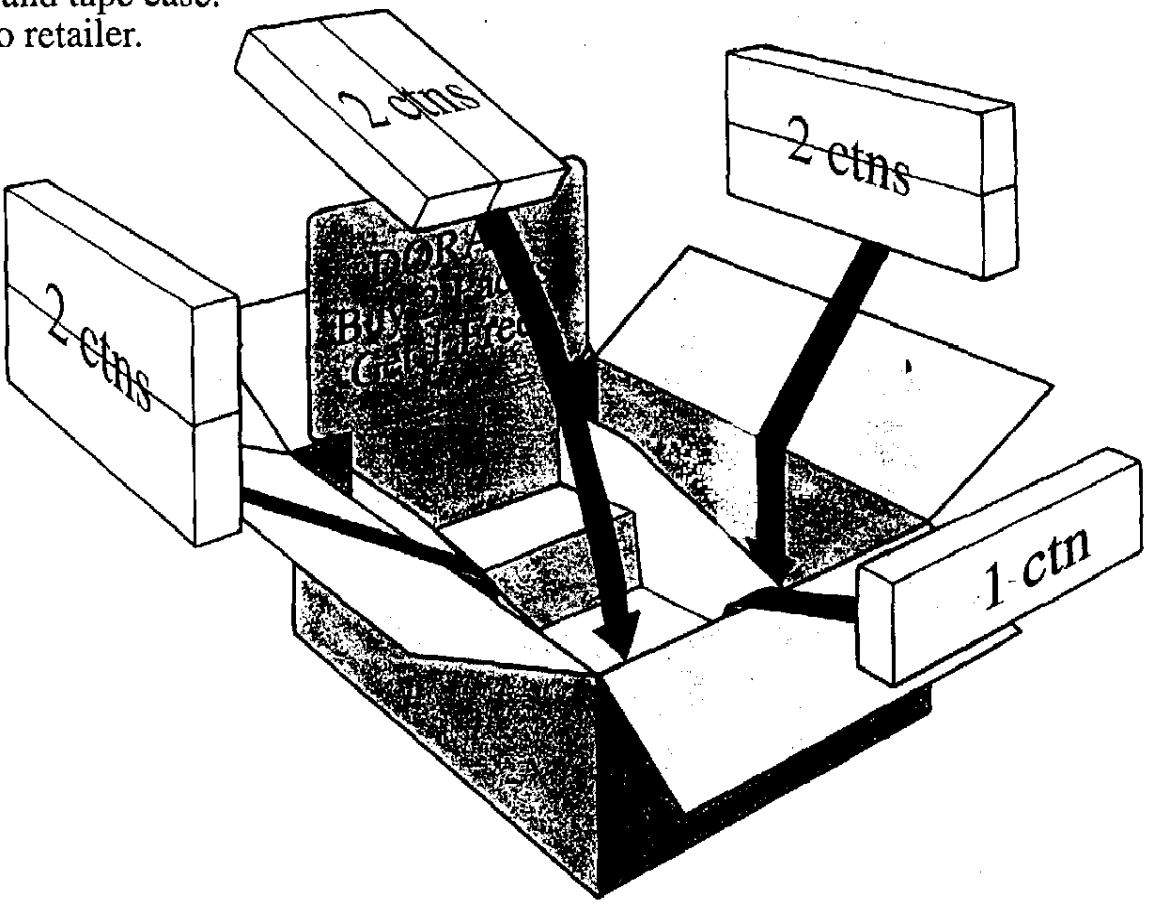
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174
Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	FF 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
TEMPLATE : 701647 71100 DOR B2G1F NOV
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	587346	BEST MART	239 S ELMWOOD AVE	BUFFALO	NY	14201	1			932582	(716)852-4611
162601		626715	ONTARIO EXPRESS	430 ONTARIO STREE	BUFFALO	NY	14207	1			934265	(716)877-5667
162601	162626	634311	DELGROVE SERVICE CT	402 DELAWARE AVEN	TONAWANDA	NY	14150	1			932764	(716)692-9523
162601	162626	645752	T.M. CALLAHAN SUNOC	1837 LOVE ROAD	GRAND ISLAND	NY	14072	1		0362-0102		(716)775-0400
162601	162626	667217	GAS PLUS	8470 NIAGARA FALL	NIAGARA FALLS	NY	14304	1			931907	(716)297-7473
162601	162626	744003	SUNOCO COOP #7220	870 BRIGHTON RD	TONAWANDA	NY	14150	1		0362-0309	938175	(716)836-8552
162601	162629	755838	MIL-SHER SVC CTR	1311 SHERIDAN DR	KENMORE	NY	14217	1			932434	
162601	162625	473626	CLINTON SUNOCO	3502 CLINTON ST	WEST SENECA	NY	14224	1			902551	(716)668-9814
162601	162625	579111	CFM #33-102	1850 UNION RD	WEST SENECA	NY	14224	1		0990-0000	920397	(716)675-0107
162601	162629	598999	JOLLY ROGERT	580 DICK RD.	DEPEW	NY	14043	1			930479	(716)683-5120
162601	162629	753315	S.PERSAUD MOBIL	4801 BROADWAY	DEPEW	NY	14043	1				(716)683-7334
162601	162626	301993	GRAVINO MOBIL	2333 GRAND ISLAND	GRAND ISLAND	NY	14072	1	NYS		936807	(716)773-1434
162601	162622	398748	ROBO GAS #502	535 KENMORE AVE	BUFFALO	NY	14223	1	NYS	2021-0000	934745	(716)832-6445
162601	162626	398819	CORNER STORE	1091 OLIVER ST	NORTH TONAWAND	NY	14120	2	NYS		903617	(716)692-5920
162601	162622	561196	HIGHLAND PLAZA SERV	1235 COLVIN BLVD	BUFFALO	NY	14223	1	NYS		936880	(716)877-9545
162601	162629	578832	RIVERSIDE MOBIL	16 ONTARIO ST	BUFFALO	NY	14207	1	NYS		926808	(716)875-9342
162601	162629	034038	HORBINSKI'S SUNOCO	2017 GEORGE URBAN	DEPEW	NY	14043	1	NYS		928929	(716)683-6541
162601	162629	401511	TOM MANKO MOBIL	1180 FRENCH RD	CHEEKTOWAGA	NY	14227	1	NYS		937276	(716)874-9010
162602	162621	923833	MOBIL MART/F	1508 BUFFALO RD	ROCHESTER	NY	14624	1				(716)247-2559
162602	162629	961467	FRANKS MOBIL	3198 MAIN ST	BUFFALO	NY	14214	1		1449-0000	926824	(716)836-5337
162602	162622	128604	APLUS MINI MARKET	13320 BROADWAY ST	ALDEN	NY	14004	1		0362-0102	918250	(716)937-3355
162602	162622	582878	COUNTRY DAIRY MART	13131 BROADWAY ST	ALDEN	NY	14004	1			920157	(716)937-6388
162602	162621	215090	MIDNIGHT EXPRESS	3875 BUFFALO RD	ROCHESTER	NY	14624	1		5569-0000	932475	(716)594-9751
162602	162629	628970	TRADE FAIR FOOD MAR	1345 EAST DELEVAN	BUFFALO	NY	14215	1			929489	(716)896-5972
162602	162629	664267	NK ENTERPRISES	3450 UNION RD	CHEEKTOWAGA	NY	14225	1			921106	(716)683-9539
162602	162630	683165	MIDNIGHT EXPRESS	3512 BROCKPORT SP	SPENCERPORT	NY	14559	1		5569-0000	938076	(716)352-4080
162602	162630	442054	NEWCOMB OIL	1978 RIDGE RD W	ROCHESTER	NY	14626	1		3514-0000		(716)225-1975
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS		934273	(716)689-4739
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS	1449-0000	926790	(716)886-1716
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	934901	(716)632-2789
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS		932491	(716)632-1512
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1	NYS	2021-0000	934679	(716)833-3888
162602	162622	765289	WETZELS STATION	1105 WEHRLE DR	WILLIAMSVILLE	NY	14221	1	NYS		935130	(716)633-5224
162603	162624	075092	MIDNIGHT EXPRESS	6316 TELEPHONE RD	PAVILION	NY	14525	1		5569-0000	932467	(716)584-3587
162603	162623	563955	E. AURORA MOBIL	56 HAMBURG ST	EAST AURORA	NY	14052	1			904565	(716)652-4001
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	ELMA	NY	14059	1			918755	(716)681-2700
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1			909382	(718)648-3751
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	1			919530	(716)648-9912
162603	162625	633285	GEMMATI'S APLUS MIN	1442 UNION ROAD	WEST SENECA	NY	14224	1		0362-0102		(716)675-3116
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	1			903351	(716)826-3255
162603	162625	699105	MOBIL WHIP	697 ORCHARD PARK	WEST SENECA	NY	14224	1			924563	(716)675-3153
162603	162624	765209	MIDNIGHT EXPRESS	7940 E MAIN RD	LE ROY	NY	14482	1		5569-0000	932442	(716)768-4290

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WHOLESALER : 336660 F. P. KIRST & SONS, INC. <DIRECT>
TEMPLATE : 701647 71100 DOR B2G1P NOV
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	1	NYS		900068	(716)824-6267
162603	162623	765471	HOGGS DAIRY LAKEVIE	S-5357 LAKESHORE	LAKE VIEW	NY	14085	1	NYS		907121	(716)627-7910
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	1	NYS		908798	(716)649-2974
162603		935963	ARMOR SUPERETTE	5020 ARMOR DUELLS	ORCHARD PARK	NY	14127	1	NYS		942052	(716)648-3013
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	1	NYS		907238	(716)823-1104
162603	162623	578687	D & D MOBIL INC 'F	661 JAMISON RD	ELMA	NY	14059	1	NYS		903922	(716)652-5460
162603	162623	385694	CFM #33-022	615 OAKWOOD AVE	EAST AURORA	NY	14052	1	NYS	0990-0000	903377	(716)652-8879
162603	162625	396966	CFM #33-012	3045 S PARK AVE	LACKAWANNA	NY	14218	1	NYS	0990-0000	903500	(716)826-6856
162603	162625	040733	SUNOCO COOP #7397	432 DINGENS ST	BUFFALO	NY	14206	1	NYS	0362-0309	928689	(716)826-3500
162603	162623	063801	LUTZS MCKINLEY MOBI	4479 LAKE AVE	BLASDELL	NY	14219	1	NYS		908822	(716)824-1879
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1			930537	(716)248-8145
162604	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1		5569-0000	935718	(716)889-3090
162604	162624	763595	SUNOCO COOP #7342	420 W COMMERCIAL	EAST ROCHESTER	NY	14445	1	NYS	0362-0309	928705	(716)586-9290
162604	162620	336489	SUNOCO COOP #7329	1435 GOODMAN ST N	ROCHESTER	NY	14609	1	NYS	0362-0309	930644	(716)266-9762
162605	162624	433776	NEWCOMB OIL	513 E MAIN ST	PALMYRA	NY	14522	1	NYS	3514-0000		(315)597-5853
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	3			914028	(718)372-0063
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	5			919555	(716)488-9235
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	1			921726	(716)665-3209
162606	162628	624638	LAKEWOOD CONVENIENT	184 E FAIRMONT ST	LAKEWOOD	NY	14750	3				(716)763-0486
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	2			901694	(716)592-2630
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	2			922963	(716)753-2606
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	4	NYS		914648	(716)496-5442
162606	162628	584385	U.S. NEWS	PO BOX 2034	JAMESTOWN	NY	14702	5	NYS		913970	(716)664-7357
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	4	NYS		911271	(716)661-9190

PAGE BREAK TOTAL ACCOUNTS 66 TOTAL QUANTITY 87

TEMPLATE TOTAL ACCOUNTS 66 TOTAL QUANTITY 87

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 11/05/97

ACCOUNT NUMBER: 336660
VOUCHER NUMBER: 15377469
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 102.90

E.P. KIRST & SONS
5727 S PARK AVE
HAMBURG , NY 14075

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	7.35	102.90

EXPLANATION: NOV DOR B2G1F 701647 CAA

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